

# IMAGINGUSA

FEB 2-4, 2025 • DALLAS, TEXAS

## Unleash the Power of Visual Storytelling.

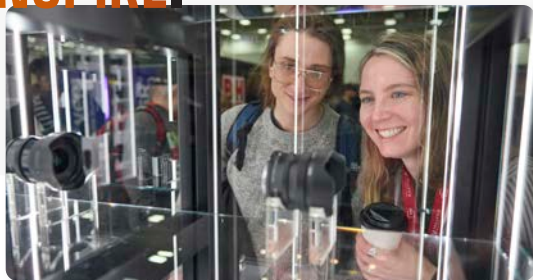
### CONNECT.



### EMPOWER.



### INSPIRE.



## Unlock Exclusive Sponsorship Opportunities

At Imaging USA 2025, we're offering sponsors the chance to give photographers and studio owners a life-changing experience that celebrates their artistry and entrepreneurship.

## Craft Experiences That Resonate

Let your brand be the catalyst for photographers to grow their businesses. Sponsors help create experiences photographers will remember towards their professional journey.

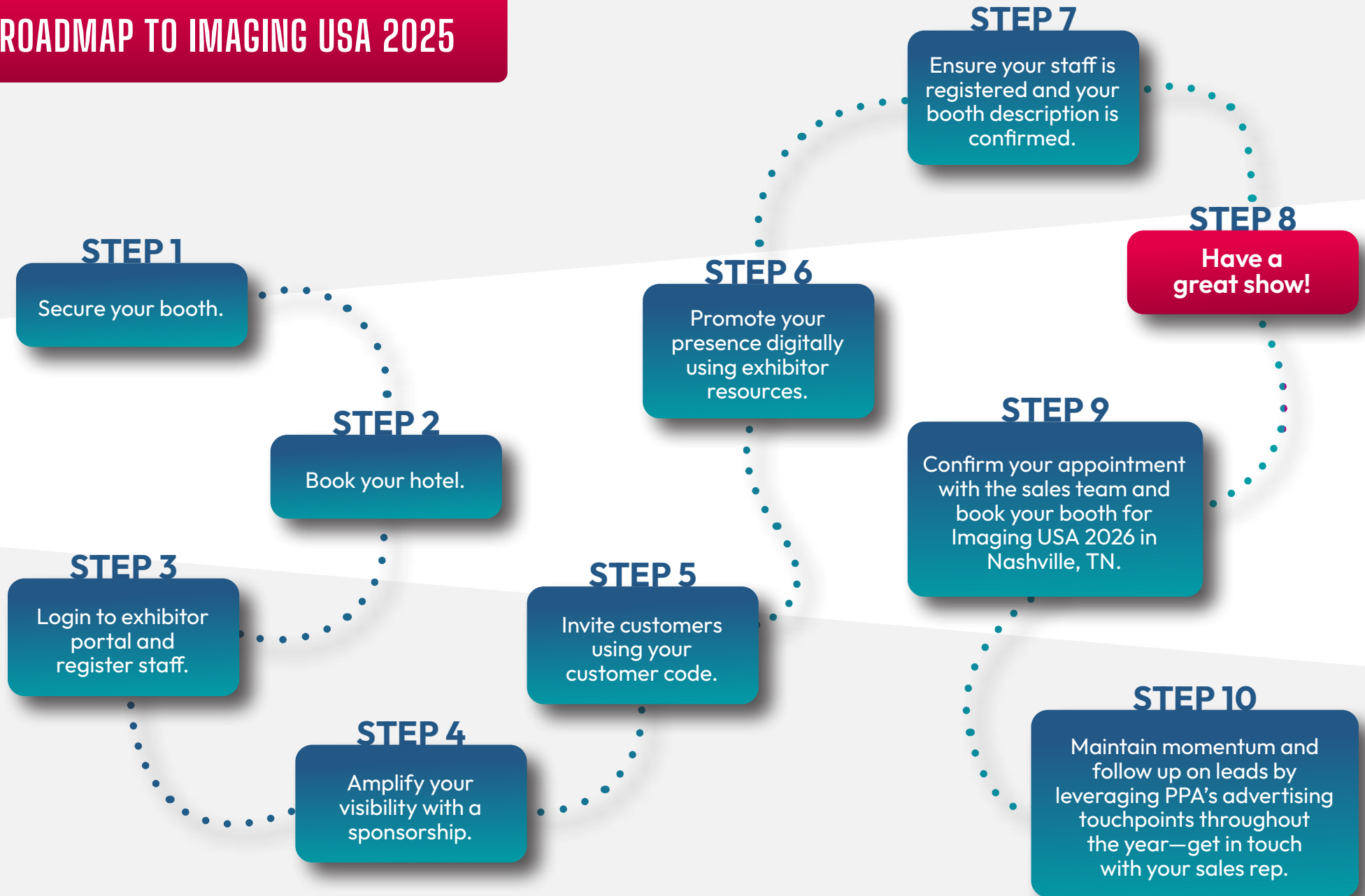
## Elevate Your Brand, Amplify Your Impact

Join us in shaping the future of photography. Partner with Imaging USA 2025 and let's create a symphony of visual and experiential excellence that echoes throughout the industry.

## Are You Ready to Make a Lasting Impression?

Step into the spotlight and showcase your brand's commitment to the photographic community. Let's embark on this journey together and turn visions into reality.

# ROADMAP TO IMAGING USA 2025



# HOW WILL YOU STAND OUT?

Choose from the following opportunities to connect with thousands of creative professionals:

## TURNKEY PACKAGES pg. 4

Simplify your decision-making process with these comprehensive packages that guarantee a prominent showcase for your brand at Imaging USA 2025.

## STRATEGIC VISIBILITY pg. 5

Maximize your brand's presence and create lasting impressions, featuring high-impact signage and customizable items designed to keep your company front and center throughout the event.

## SURPRISE & DELIGHT pg. 14

Transform every moment into an unforgettable experience, with exclusive events and unique opportunities to enchant and engage your audience in truly memorable ways.

## EDUCATION EMPOWERMENT pg. 19

Position your brand as a subject matter expert, foster knowledge and engage with the community through various educational formats.

## DIGITAL VISIBILITY SUITE pg. 25

Enhance your digital footprint and captivate attendees with cutting-edge LED displays and customizable interactive tools to amplify your brand's message in a dynamic and engaging way.

**90%**

of attendees said the Expo was their reason for attending.

**\$4.48M+**

spent at the 2024 Expo.

The percentage of attendees making purchases increased over 2022 & 2023.

**78%**

of attendees are professional photographers or studio owners.

# TURNKEY PACKAGE OPTIONS

Each sponsorship tier offers a customized blend of **print exposure, on-site visibility, online impact, and email marketing** opportunities. The higher the level, the greater the reach and influence.

## **PLATINUM** Minimum spend—\$32,700

Platinum sponsors enjoy the pinnacle of visibility and engagement opportunities. We curate the most comprehensive package from our vast list of branding and marketing items. This premier level grants you the most extensive exposure and highest-tier benefits, ensuring your brand is the highlight of Imaging USA 2025. With unparalleled access to prime locations, top-tier print placements, and the most prominent digital and physical branding opportunities, your presence will be felt at every turn.

## **GOLD** Minimum spend—\$26,000

Gold sponsorship, crafted from a wide selection of impactful items, offers a robust package that places your brand in the spotlight. Enjoy significant exposure and noteworthy benefits that elevate your brand's presence. With priority placement in print media, enhanced on-site branding, and strong online representation, your message will resonate with attendees throughout the event.

## **SILVER** Minimum spend—\$13,250

Opt for Silver sponsorship to secure a solid foundation and maintain a consistent presence at the show for your brand. This level provides essential visibility and key benefits by selecting specialized items from our extensive catalog. Benefit from strategic print and digital placements, as well as on-site branding opportunities that ensure your brand is recognized and remembered.

## **BRONZE** Minimum spend—\$9,000

The Bronze sponsorship is the perfect starting point for those seeking an introduction to the Imaging USA audience. We handpick items to offer select exposure for your brand, allowing you to dip your toes into the sponsorship experience. It's an opportunity to showcase your brand and begin building relationships with attendees.

# STRATEGIC VISIBILITY



©Alex The Photo Guy

## ATTENDEE BAG SPONSORSHIP

\$11,000

Your company will have exclusive rights to design/provide your messaging on one side of our attendee bag distributed to all Imaging USA attendees. Exclusive availability.

## BADGE SPONSORSHIP

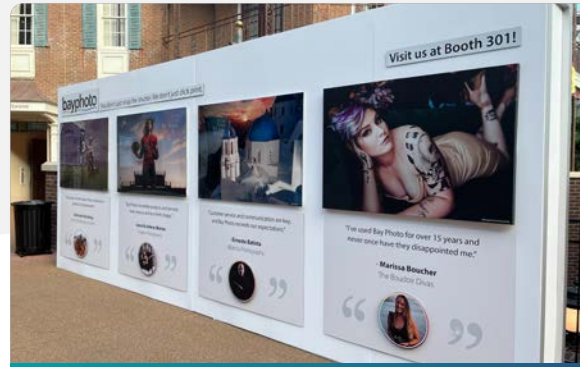
\$11,300

Want a truly prominent place to display your company logo everywhere at Imaging USA? This is a unique opportunity to put your logo on every attendee's badge. Exclusive availability.

## LANYARD SPONSORSHIP

\$11,300

Your company will have the exclusive right to lanyards distributed to all Imaging USA attendees. Exclusive availability.



## PRINT GALLERY WALL

\$2,700

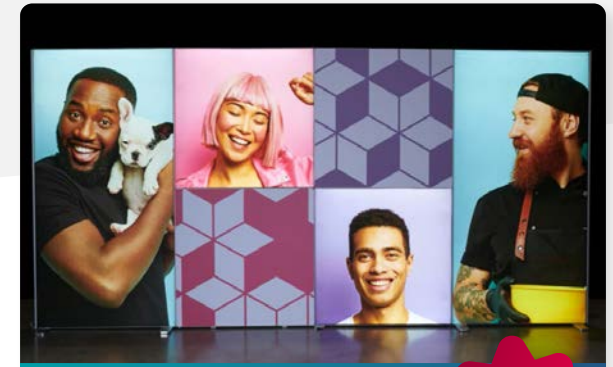
Calling all labs and frame shops! Capture attendees' attention with beautiful image displays that feature your product or services. Sponsor responsible for installation and breakdown.

Lighting included if needed.

## FABRIC WALL

\$3,650

This modern visual display allows you to get creative by adding tone, mood, and atmosphere to elevate your message. These walls are single-sided and lightweight. The fabric is printed for a seamless presentation. Achieve your marketing goals and keep fabric for reuse!



## LIGHT BOXES

8X4 FT LIGHT BOX—\$2,000

8X2 FT LIGHT BOX—\$1,500

4X4 FT LIGHT BOX—\$1,200

8 FT LIGHT SHADOW BOX—\$5,000

12 FT TALL CUSTOM LIGHT BOX—\$3,000

These cutting-edge, new, innovative light boxes deliver high impact presentations and provide a sleek, clean way to promote products and messaging. Create drama and emphasis by combining lightboxes, offering unmatched versatility. Available in a variety of sizes, the backlit lightbox offers an element of focus to your brand without breaking the bank.

## 3 CUBE LIGHTBOX TOWER

\$3,500 PER TOWER (4 AVAILABLE)

\$1,200 PER CUBE

Your message will appear in a 3-tier stack of four-sided backlit cubes with plexi insert panel graphics. Each panel dimensions: 28" w x 31" h.

# STRATEGIC VISIBILITY



## FLOOR CLINGS

2'X2'—\$500  
3'X3'—\$650  
5'X5'—\$900

Make every step count at Imaging USA. This unique marketing platform offers your company a chance to be underfoot and top of mind as thousands of photography professionals navigate the event. Your brand will be featured on custom floor stickers throughout the bustling convention and expo areas, ensuring high visibility.

## EXPO AISLE SIGNS

\$10,000

Everywhere they look, attendees will see your company logo throughout the exhibit hall. Hanging in every aisle, these signs can't be missed as photographers navigate the expo floor. Exclusive availability.



©Alex The Photo Guy

## ATTENDEE NOTEBOOK SPONSORSHIP

Your company logo will appear on each page of the official Imaging USA notebook. Attendees carry this throughout the event, which means your brand will be in front of their eyes any time they take notes or review them—during or after the event.

Exclusive availability.

Contact your sales rep for pricing & details.

## “INSPIRATION TO MAKE YOUR DREAMS COME TRUE.”

Every year I create new friendships, hear from motivational speakers and experts, and find new equipment and gadgets!

It's a place to connect, grow, and learn, but more than that, it's a place to **refuel your artist-heart and find inspiration.**

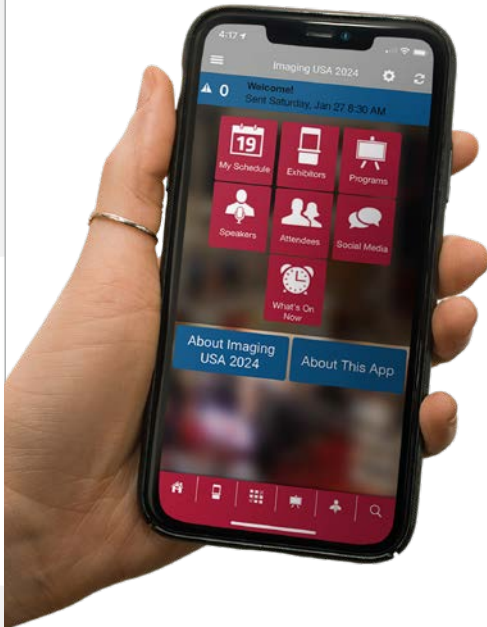
— Lori Carroll

## “Imaging USA was fantastic.”

I love how there are so many photographers that have the same commonalities—to **learn, network, grow & have a great time!**”

— Alan Rich  
Imaging USA 2024 Attendee

# STRATEGIC VISIBILITY



Put your company in front of thousands of photographers with the Imaging USA app.

## 2024 APP STATS

**3,349** unique users

**21,044** exhibitor profile views

**418,473** ad impressions

## PREMIER MOBILE APP SPONSORSHIP \$7,500 Only 1 available

Materials due to [kbonner@ppa.com](mailto:kbonner@ppa.com) by August 19, 2024

Become the highlight of Imaging USA, the longest-running photographic conference and trade show in the USA by securing the premier app sponsorship. This exclusive opportunity positions your brand at the forefront of innovation and engagement, directly in the hands of thousands of professional photographers. Gain unparalleled visibility with your logo featured prominently within the official Imaging USA app. Engage with attendees through push notifications, ensuring your brand is seen and interacted with throughout the event.

Don't miss the opportunity to offer exclusive deals and content, driving traffic to your booth and online platforms.

- **"Sponsored by"** – Your company name or logo where we promote mobile app download.
- **Featured Exhibitor** – Enhance your exhibitor listing by including your logo and highlighting your booth on the event floor plan.
- **Banner Ad** – Get a click-through rate 10x higher than online media. Banners are located at the top of the home screen and top-level menu screens. Once the ad is tapped, the user will be directed to your details page.
- **Video Embed** – Use your own content to capture attendee's attention.
- **Notifications** – One push notification per day (3 total). Get your message to attendees at the right time. Perfect way to drive booth traffic!
- **Schedule Page Watermark** – All attendees see your logo when they view the schedule.
- **Handouts** – Ability to upload brochures, PDFs, coupons, etc.
- **Product Spotlight** – Highlight your products right in the app! Includes unlimited thumbnail images, product names, and company name on the app's dashboard.
- **Analytics** – Provided after the show.

## MOBILE APP OPPORTUNITIES \$2,500

Leverage the Imaging USA app for premium brand positioning and exposure. A great entry-level option!

- **Banner Ad** – Get a click-through rate 10x higher than online media. Banners are located at the top of the home screen and top-level menu screens. Once the ad is tapped, the user will be directed to your details page.
- **Logo Placement** – Your logo will appear on your booth in floor plan and in the exhibitor listing.
- **Handouts** – Ability to upload brochures, PDFs, coupons, etc.
- **Product Spotlight** – Highlight your products right in the app! Includes (1) thumbnail image, product name, and company name on the app's dashboard.
- **Analytics** – Provided after the show.

# GAYLORD TEXAN CONVENTION CENTER

We're heading to Dallas!

As the 9<sup>th</sup> largest city in the country, Dallas has something for everyone—shopping, world-renowned museums, five-star dining, beautiful outdoor spaces, and a vibrant nightlife scene.

Attendees have the option to fly into either Dallas Fort Worth International Airport or Dallas Love Field. Many attendees will also be driving in from neighboring states. The ease and efficiency of traveling by plane or car directly to the conference will be a huge plus for attendees! From the Dallas Fort Worth International Airport, the Gaylord Texan Resort & Convention Center is only a 12-minute ride away.

Just around the corner from the Gaylord Texan, you'll find the historic Main Street of Grapevine, Texas. The town's restored 19<sup>th</sup> and 20<sup>th</sup> century buildings host an array of restaurants, galleries, and shops in a walkable small-town district.





# GAYLORD TEXAN LAYOUT

## Level 3 (Ballroom Level)

- A** Texas Ballroom
- B** City Hall Breakout Rooms
- C** Grapevine Ballroom

**D**

## Level 2 (Mezzanine Level)

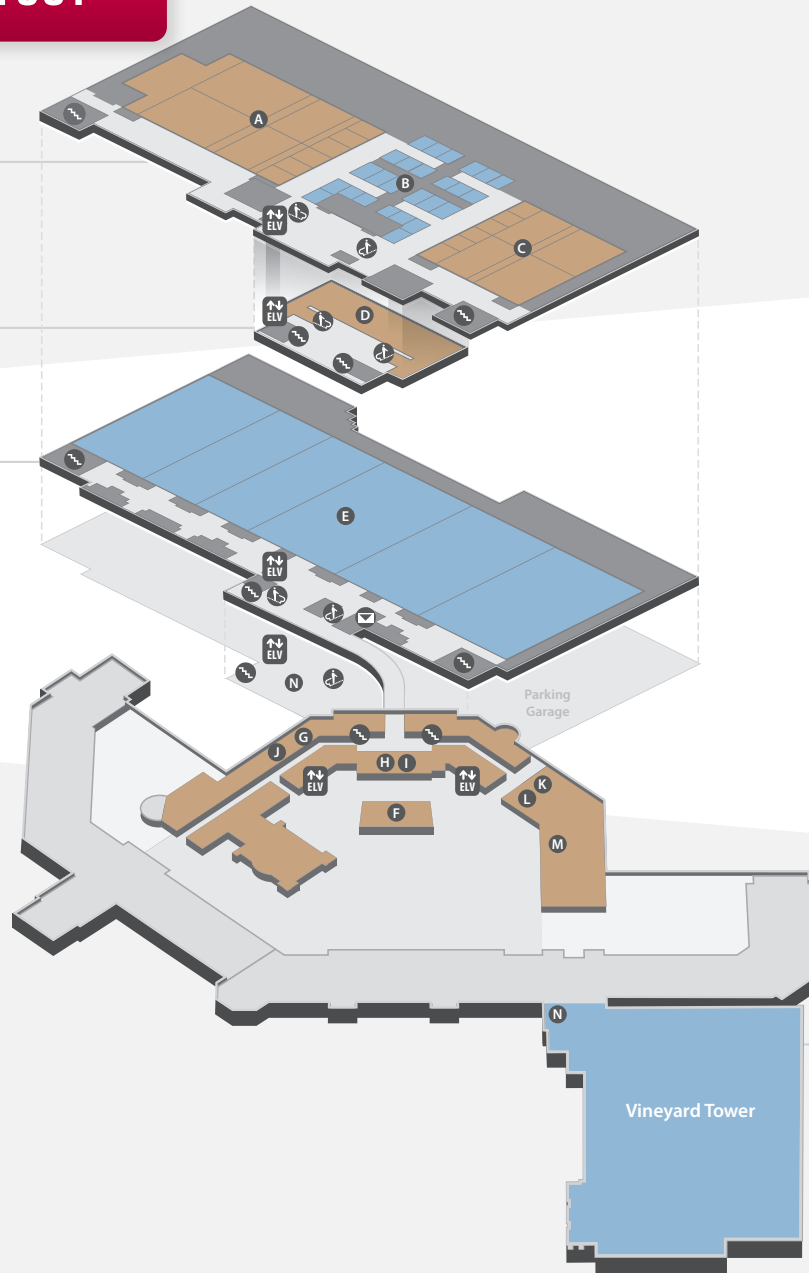
- D** Sales & Conference Management

## Level 1 (Exhibit Level)

- E** Longhorn Exhibit Halls

## Lone Star Atrium (Hotel)

- F** Mission Plaza (Lower Level)
- G** Del Rio Meeting Rooms (Level 1)
- H** Palomino Meeting Rooms (Level 3)
- I** Bluebonnet & Primrose Boardrooms (Level 4)
- J** Mustang Meeting Rooms (Level 3)
- K** Pecos Meeting Rooms (Level 1)
- L** Appaloosa Meeting Rooms (Level 3)
- M** Yellow Rose Ballroom (Level 1)



## LEVEL 3

- Registration
- International Photographic Competition Judging (Sat)
- Gap Classes and Lounge
- Stadium Club
- Platform Sessions

## LEVEL 1

- Imaging USA Expo

## VINEYARD TOWER

- Pre-Convention Classes
- Keynote Session
- Networking Avenue
- Welcome Party
- Ceremonies

## LONE STAR ATRIUM

Closing Party

## Vineyard Tower

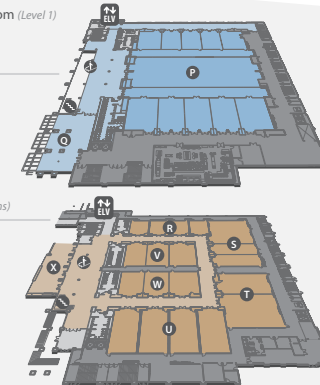
- N** Vineyard Boardroom (Level 1)

## Level 2 (Ballroom)

- P** Tate Ballroom
- Q** Grapevine Terrace

## Level 1 (Breakout Rooms)

- R** Davis
- S** High Plains
- T** Mesilla
- U** San Saba
- V** Texoma
- W** Escondido
- X** Vineyard Terrace



# STRATEGIC VISIBILITY



## LAMP POST BANNERS

ATRIUM (5 AVAILABLE)  
\$1,000

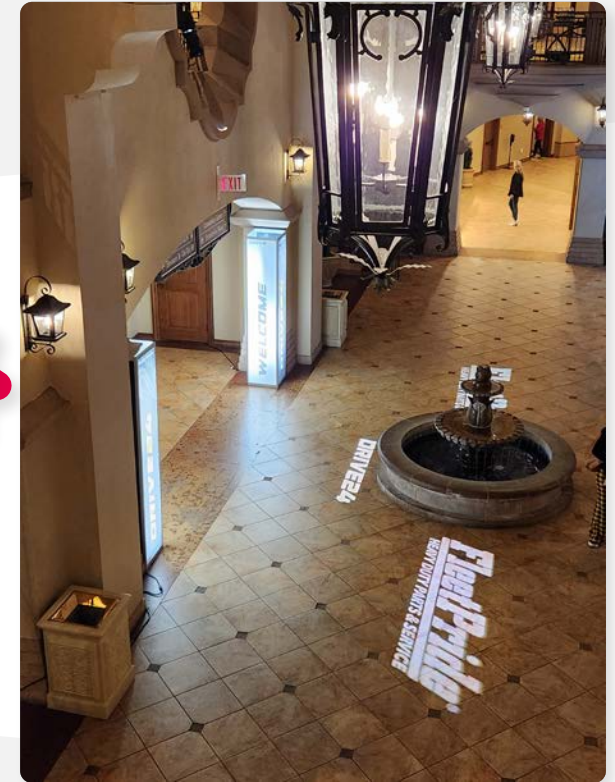
These dual-sided lamp post banners are located throughout the high traffic areas of the venue's atrium, and they're guaranteed to catch attendees' attention as they move throughout the event.



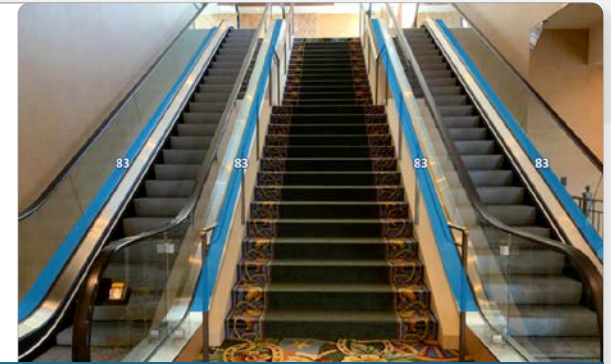
## MISSION PLAZA SPOTLIGHT PACKAGE

CUSTOM BRANDED RIGHT AND LEFT  
COLUMNS &  
2 LOGO GOBOS  
\$8,000

Located at the beginning of the bridge that will take all attendees over to the expo and sessions, these columns and gobos are prominently featured flanking both sides of the hall. Your company and messaging will be fully visible on these structures.



# STRATEGIC VISIBILITY



## ESCALATOR & STAIR CLINGS

VINEYARD TOWER ESCALATOR • \$11,000

LONGHORN ESCALATOR • \$12,500

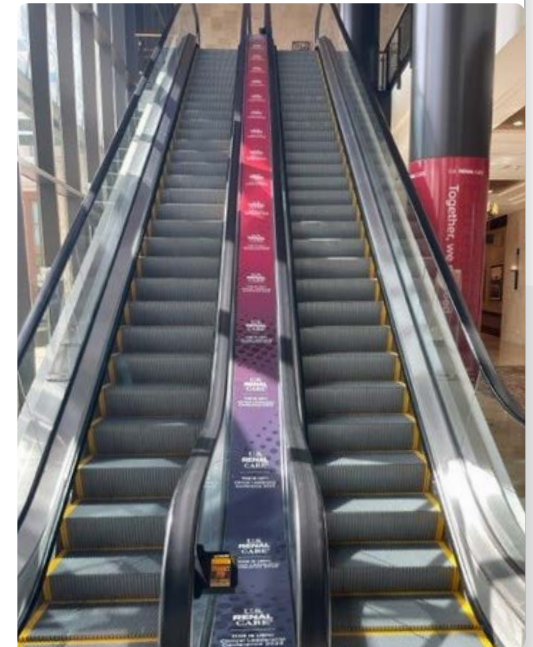
TEXAS ESCALATOR • \$10,000

GRAPEVINE ESCALATOR • \$10,000

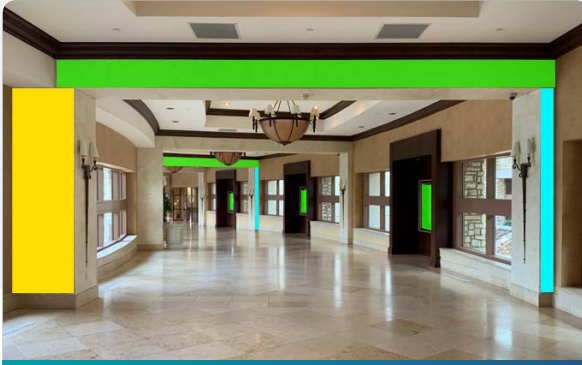
VINEYARD TOWER STAIRS • \$7,000

Elevate your company's presence at Imaging USA by sponsoring our exclusive Escalator or Stair Clings. Strategically placed throughout the bustling corridors of the prestigious Gaylord Texan Resort, these clings offer an unparalleled opportunity to capture the attention of industry professionals. Your brand will be showcased in the most frequented areas, ensuring maximum visibility. As attendees traverse between sessions, your message is not just seen—it's studied.

With only one stair and four escalator spots available, your brand will stand out in a space that's not oversaturated with advertisements. Secure one of these exclusive clings at Imaging USA today and watch your brand climb to new heights!



# STRATEGIC VISIBILITY



## BRIDGE WALKWAY

Position your brand at the heart of Imaging USA 2025 with the exclusive Bridge Archways sponsorship. Located on the main bridge leading to Registration, all Classes, and the Expo, these double-sided archways guarantee your brand will be seen by every attendee, coming and going. As the primary walkway for all event participants, the archways offer unparalleled visibility and impact.

Transform this high-traffic area into a dynamic showcase for your brand, ensuring it becomes an integral part of the attendee experience.

## BRIDGE ARCH CLINGS

2 AVAILABLE—\$8,000

## SHADOW BOX

\$1,000 (5 AVAILABLE)



## WALL AND WINDOW CLINGS

Positioned in the heart of the action at the Gaylord Texan Resort, these clings are your canvas to captivate a diverse audience of photography enthusiasts and professionals.

These clings are situated in high-traffic zones where our most sought-after events unfold. Multiple opportunities available, catering to all price points and campaign scales.

Increase the likelihood of partnerships and deals by being at the forefront of industry gatherings. Tailor your message to align with your marketing goals and the interests of the Imaging USA audience. With strategic placement and creative freedom the duration of the conference, your investment here translates into tangible business growth.



## GRAPEVINE MEETING ENTRANCE ARCHWAY

\$6,500

## TEXAS MEETING ENTRANCE ARCHWAY

\$5,500

\$2,000–\$12,000:

EXPO LOBBY WALL PANEL

LONGHORN EXPO WINDOWS

TEXAS SIDE TOP WINDOWS

GRAPEVINE SIDE TOP WINDOWS

# STRATEGIC VISIBILITY



## ELEVATE YOUR BRAND IN THE HEART OF THE VINEYARD TOWER

Capture the attention of every attendee at Imaging USA 2025 by branding key locations within the bustling Vineyard Tower.

This tower hosts major events such as the Keynote Speaker, Welcome Party, Awards and Degree ceremonies, and International Photographic Competition, ensuring maximum exposure for your brand.

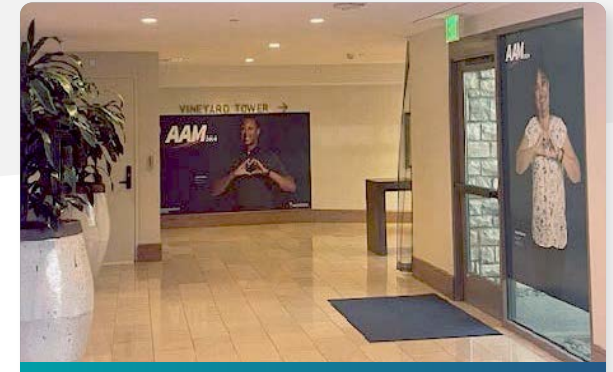


## VINEYARD TOWER GLASS RAILINGS INCLUDES 3-4 PANELS (36"X36" EA) \$2,500

Located on the upper level, these glass railings offer a sleek and modern canvas for your brand. With high visibility, your message will be seen by attendees as they navigate the tower, creating a lasting impression.

## VINEYARD TOWER COLUMNS \$3,500

These tall, prominently placed pillars are impossible to miss. Position your brand on these columns to ensure it stands out and is remembered by everyone passing through this central hub.



## ENTRANCE WALL \$3,500

As the gateway to the Vineyard Tower, the entrance wall is a prime location for impactful branding. Every attendee will pass by this wall, making it an ideal spot to showcase your brand and make a bold statement.



Entice and nurture potential and current clientele by offering positive experiences and unexpected moments.

## SURPRISE & DELIGHT OPPORTUNITIES

# SURPRISE & DELIGHT OPPORTUNITIES



## WELCOME PARTY

Contact your sales rep for pricing & details

Elevate your brand to new heights by sponsoring the Welcome Party at Imaging USA, one of the most vibrant and well-attended events of the conference. This sponsorship is not just an investment; it's an invitation to be part of a memorable experience that sets the tone for the entire event. As the first major social event, the Welcome Party garners significant attention, offering your brand immediate exposure to thousands of professional photographers. Aligning with the Welcome Party positions your brand alongside the excitement and creativity that Imaging USA is known for—brand recognition, lead generation, and the opportunity to form lasting partnerships within the industry.

## CLOSING PARTY

Contact your sales rep for pricing & details

Cap off Imaging USA with a bang by becoming the exclusive sponsor of the Closing Party, the grand finale of the conference that's as unforgettable as the photographs captured during the event. This sponsorship is your opportunity to leave a lasting impression on the creative minds that shape the photography industry. Align your brand with the celebratory spirit of the event, reinforcing positive associations and loyalty among attendees.



# SURPRISE & DELIGHT OPPORTUNITIES



**NEW!**

## CHARGING STATIONS

Transform these charging stations into a brand experience that stands out at the show. This much-needed service is a magnet for attendees, ensuring consistent foot traffic and high visibility for your branding. Charging stations can serve as a point for collecting attendee data and feedback which is valuable for future marketing and product development efforts.

## VINEYARD CHARGING STATION LOUNGE WINDOWS

\$5,000

## TEXAS CHARGING STATION LOUNGE

\$5,000

## GRAPEVINE CHARGING STATION LOUNGE

\$5,000



## LONESTAR TRAIN TOWN BILLBOARDS

\$1,500

Guaranteed to be a photo-worthy spot in the atrium, the Train Village is part of the tradition for Gaylords to incorporate as much of the local area/state in which they reside within the design and décor of the building. The railroad has significant history to the city of Grapevine dating back to the late 1800's and to this day.



©Alex The Photo Guy

## LENTICULAR WALL SIGN

\$4,500

This revolutionary way to display your brand and message is guaranteed to be the buzz of the show! Standing at 14' wide and 10' tall, attendees will play with this fun display and take pictures throughout the conference. The lenticular print allows you to present two different messages on the same sign, achieving the illusion of motion and depth as people walk either way by your sign.

4 available



# SURPRISE & DELIGHT OPPORTUNITIES

## PPA CARES

### SPONSOR THE GREEN MOVEMENT WITH PPA CARES

\$10,000

Be a part of PPA Cares, our exciting initiative dedicated to promoting sustainability at Imaging USA 2025.

After a successful launch last year, where our eco-friendly water bottles sold out and received overwhelming appreciation from over 85% of attendees, we're continuing our journey towards a greener future.

As a sponsor of PPA Cares, your brand will be prominently featured in all communications, including emails, social media posts, and signage throughout the event. This initiative includes sustainable signage, a green venue, food waste reduction, and the popular reusable water bottles. Your support will not only enhance your brand's visibility but also demonstrate your commitment to environmental responsibility.

Make a lasting impact and align your brand with a cause that resonates with our attendees. Sponsor PPA Cares and help us make Imaging USA 2025 our greenest event yet!

EAT.  
SLEEP.  
EDIT.  
REPEAT.

*My year begins at*  
**IMAGINGUSA**



# SURPRISE & DELIGHT OPPORTUNITIES



## NETWORKING AVENUE SPONSORSHIP

Contact your sales rep for pricing & details.

Step into the spotlight as the exclusive sponsor of Networking Avenue, the premier networking event at Imaging USA. Celebrating its 4<sup>th</sup> year, Networking Avenue is the place where art meets opportunity, and where attendees forge connections that last a lifetime. Positioned on the opening night and just an hour before the highly anticipated Welcome Party, Networking Avenue is the first chance to make an impression.

- With topic-focused areas, attendees are already in the mindset to discuss, learn, and connect—your brand will be at the center of it all.
- Three interactive shooting bays offer hands-on experiences, making your brand and products a part of the excitement and creativity.
- Align your brand with the spirit of innovation and community that defines the modern photography industry.

## NETWORKING AVENUE SPONSORSHIP INCLUDES

- Your logo and link on the Networking Avenue event page on [ImagingUSA.com](http://ImagingUSA.com), emails, and social media posts
- Your logo on signage in the Networking Avenue area
- Increased visibility and recognition of your brand
- Opportunity to feature your products at 1 of 3 shooting bays and/or loan equipment for attendees to use during the event

Sunday, 6:30–8pm

Followed by the Welcome Party at 8pm



Position your brand as a subject matter expert, promote your products and services, and drive attendees to your booth.

## EDUCATION EMPOWERMENT

# EDUCATION EMPOWERMENT



## GAP LOUNGE SPONSORSHIP

\$5,600

One of the most popular program tracks at Imaging USA, geared towards helping our attendees better connect with their consumers. Benefits of sponsorship include signage recognition, logo placement on recorded videos of Bridging the Gap programs, and more.

Exclusive availability.

## EXPRESS TALKS THEATER

\$500 EACH (ONE PER DAY PER VENDOR)

New concept located off the main aisle on the show floor. In the Express Talks Theater attendees can hear the latest on your products/services, tips, advice in 30 minute sessions at the top of each hour. Direct access to a captive audience of professional photographers. Event exposure via the Imaging website, mobile app, listing in attendee email, and on-site signage.

Sun, Feb 2: 12-4pm (5 available)

Mon, Feb 3: 12-4pm (5 available)

Tues, Feb 4: 12-3pm (4 available)



# EDUCATION EMPOWERMENT

## SPONSOR A DEEP DIVE SESSION!

You Choose: Boudoir or School, Sports, and Events (SSE) Photography

Sponsor a Saturday Deep Dive class for Boudoir Photography or School, Sports, and Events Photography. The Deep Dives will feature several speakers and range in topics from marketing, technique, workflow, and more.

Deep Dives are pre-convention classes with an additional fee. These classes draw more serious photographers who are looking for in-depth instruction.

Compared to platform classes, Deep Dives afford speakers a more intimate class setting that allows for more detailed instruction and personal interactions with attendees.

## MAIN TAKEAWAYS

- Deep Dives run for 6 hours on Saturday, 10am-1pm & 2-5pm
- Topics are curated by our education department based on attendee interest and speaker availability
- PPA provides models for the posing/hands-on section
- PPA heavily promotes the program on all platforms



Photos ©Alex The Photo Guy



Contact your salesperson for pricing. You must have a booth or a sponsorship to qualify.

# STADIUM CLUB SPONSORSHIP

## STEP UP TO THE PLATE!

Stadium Club is a special room dedicated to School, Sports, and Events (SSE) photography with a focus on learning and networking.

Attendees are invited to attend small group mentoring sessions led by multiple mentors. These sessions will be held every morning and afternoon for more flexibility and allow Sponsors to speak to volume photographers directly.

Connect with photographers interested in SSE photography, and increase awareness of your brand.

Entice prospective buyers in this space dedicated to high-volume specialties.

## STADIUM CLUB SPONSORSHIP INCLUDES

\$650—Not an exclusive sponsorship

- Speak 1-on-1 with School, Sport, and Event photographers in the Stadium Club room
- Clickable logo on the dedicated Stadium Club landing page on ImagingUSA.com
- Logo included in Stadium Club emails leading up to Imaging USA
- Logo on Stadium Club full-page ad in *Professional Photographer* magazine
- Logo featured on all Stadium Club signage on-site and in the Stadium Club room
- At least 2 posts on Facebook promoting Stadium Club, with sponsor(s) tagged in post
- Opportunity to distribute your marketing materials and display signage in the Stadium Club room



## BURSTING WITH OPPORTUNITY THIS YEAR

### POPCORN SPONSORSHIP

\$1,700 per day, one sponsor per day

Reel in attendees with the smell of fresh popcorn during peak hours. Served with your logo and messaging on custom branded bags, you'll connect attendees to your service in a savory moment.

## STADIUM CLUB HOURS

SUNDAY: 8—10am & 4—6:30pm • MONDAY: 8am—12:30pm & 4—7pm • TUESDAY: 8am—12:30pm & 2:30—5pm

# INTERNATIONAL PHOTOGRAPHIC COMPETITION SPONSORSHIP

## INTERNATIONAL PHOTOGRAPHIC COMPETITION

16 CATEGORIES  
**\$26,000**  
IN PRIZES



©Gary Jones



©Emily Drew



©Erica Manning



©Megan Drane



### CENTER YOURSELF WITH THE COMPETITION!

\$20,000

Sponsoring the International Photographic Competition (IPC) is an excellent way to align your brand with the most highly anticipated event in 2025 for photographers.

Thousands will converge at Imaging USA to be a part of the electric atmosphere of competition that brings together spectators, competitors, and the industry's finest.

### BE A PART OF HISTORY WITH THIS SPECIAL OPPORTUNITY

- Your logo prominently featured on all IPC signage throughout the convention.
- Brand and messaging displayed on screens during the live competition on Saturday, in 16 areas throughout the convention center, and at the Grand Imaging Award event on Monday.
- Opportunity for product placement or video integration during the competition.
- The chance to provide a memorable gift bag or giveaway at the judging and awards ceremony.
- Your logo featured on all IPC pre-and post-event emails, the event website (ImagingUSA.com), the Imaging USA official app, and select social media posts.
- Your brand tagged in social media posts and stories related to IPC at Imaging USA.
- First right of refusal for IPC 2026

### LIVE JUDGING DATES

Saturday, February 1  
Monday, February 3

# EDUCATION EMPOWERMENT



## PHOTO WALKS

Instructor provided by sponsor.  
Contact your salesperson for pricing.

Become an integral part of the creative journey at Imaging USA by sponsoring our exclusive Photo Walks. This is your chance to connect with the heart of the photography community and leave a lasting impression. Your brand will be front and center in all promotions leading up to Imaging USA, including targeted email campaigns, social media, official event communications, and on-site signage.

PPA will manage all pre-show sign-ups, handle on-site registration, and supply one model.

Photo Walks are interactive, hands-on experiences that forge deep connections. Your sponsorship puts your brand in the hands of attendees as they explore, learn, and grow. Leverage user-generated content from the Photo Walks for your marketing, showcasing real-world applications of your products or services.







Enhance your digital footprint and captivate attendees with cutting-edge LED displays and customizable interactive tools to amplify your brand's message in a dynamic and engaging way.

## DIGITAL VISIBILITY SUITE

Some opportunities require a minimum of a bronze level sponsorship

# DIGITAL VISIBILITY SUITE



LED WALL – SINGLE

Premium LED Boards are located at the central points of the event, such as the main atrium, registration area, expo and session hall areas.

They offer dynamic, high-resolution displays perfect for feature presentations and brand stories. Large format allows for immersive content, from video loops to animated branding.

They're perfect for engaging attendees with QR codes, games, surveys, or instant promotional offers. Your brand will be amplified across various touchpoints, increasing recognition and recall.

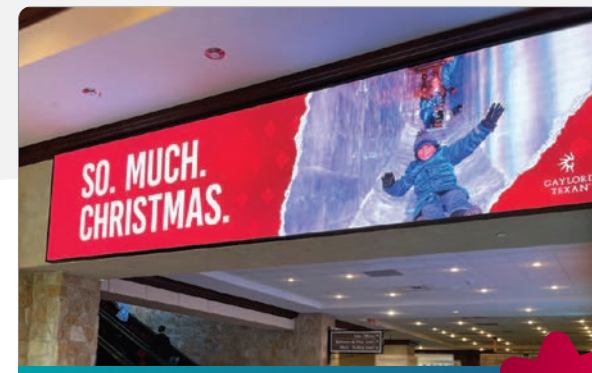


LED WALLS – BOTH

## MASSIVE LED REGISTRATION WALLS

BUNDLE  
WITH ADDITIONAL SIGNAGE - \$6,500  
ALONE - \$10,000

- (2) One on each side of Registration and Platform Classes
- Runs entire duration of conference
- Crystal Clear Resolution: 3648 x 2432
- Images, Videos, PDF, Schedule, etc.
- Dimensions: 12.5' x 19'



## EXPO ENTRANCE LED BOARD

BUNDLE  
WITH ADDITIONAL SIGNAGE - \$1,000  
ALONE - \$2,500

- Resolution: 3328 x 768
- Dimensions: 5' x 21'
- Images, Videos, PDF, Schedule, etc.



# DIGITAL VISIBILITY SUITE

## INTERACTIVE EXPERIENCES

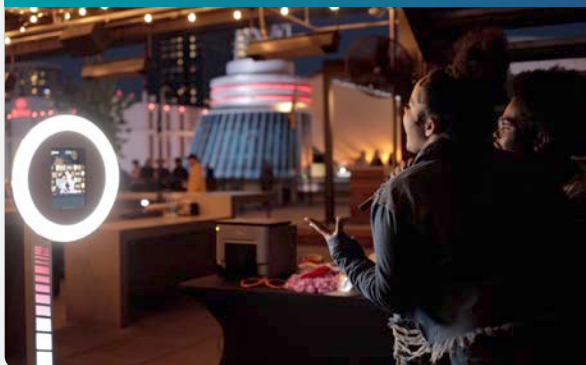
Sponsoring interactive experiences provides a unique platform for brand exposure. Your branding can be prominently displayed, ensuring it captures the attention of attendees and leaves a lasting impression.

These experiences offer direct face-to-face interaction with potential customers. Interactive booths are excellent for capturing attendee information, generating leads, and directly contributing to sales efforts. These experience magnets can be used for attracting attendees, which can be leveraged to collect contact details and follow up for future business opportunities.

### DIGITAL HALO BOOTH

\$4,500 PER EVENT

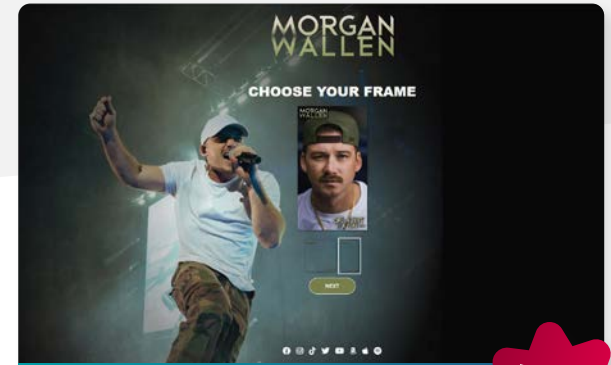
[Watch promo video here](#)



### DIGITAL HALO ROAMER

\$4,500 PER EVENT

[Watch promo video here](#)



### VIRTUAL PHOTO BOOTH EXPERIENCE

\$6,500—DURATION OF SHOW

[Sample here](#)



### 360 BOOTH

\$4,500 PER EVENT



APPENDIX A  
PHOTO OP OPTIONS

# PHOTO OP OPTIONS



NEON CACTUS BOX

Logo integration available.



LOVE IS LOVE FLOWER WALL

Pictures not to scale, example only.

# PHOTO OP OPTIONS



**MOST WANTED PHOTOGRAPHER**

Logo integration available.



**8FT TEXAS LONGHORN**

Picture not to scale, example only.

## PHOTO OP OPTIONS



Picture not to scale, example only.

### PAINTED TROPICAL PALMS AND DALLAS WALL

Custom colors and logo integration  
available

## PHOTO OP OPTIONS



### DALLAS MARQUEE WITH BALLOONS

Custom letters and balloon colors available

Picture not to scale, example only.